Inauguration, hostage return dominate medium
Special report: the top 50 agencies

Broadcasting Jan 26

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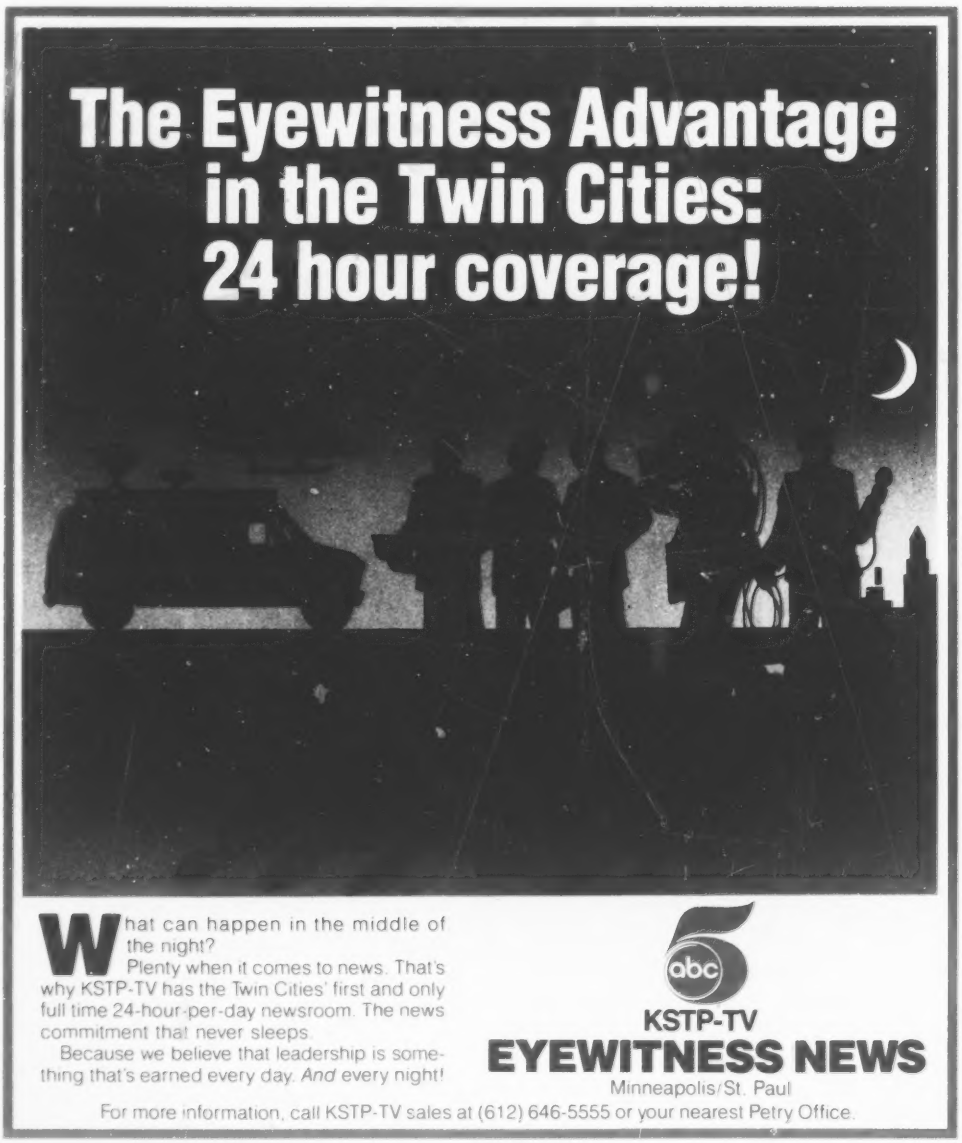
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The First 50 Years Of Broadcasting
1945

The Week in Brief

TOP OF THE WEEK

FERRIS: MORE TIME ☐ With blessing of transition team, FCC chairman makes play to stay into April. Fowler still favored to succeed him. Dawson pushed for Lee seat. **PAGE 19.**

HAIL TO CHIEF AND YELLOW RIBBONS ☐ It was around the world in one day for broadcasters to record inauguration of new President and cover release of hostages. **PAGE 20.**

ROAD AHEAD WITH REAGAN ☐ Broadcasters applaud many of his political ideas, feel his background will provide link, and like his ability as communicator. **PAGE 23.**

MANY CAMELBACK STRAWS ☐ NAB joint board meeting this week in Scottsdale will consider 9 khz, DBS, low-power TV and whether to pay its chairman. **PAGE 25.**

THUMBS DOWN ☐ Reagan transition team recommends CPB be abolished and says public funding should be withdrawn from public broadcasting. **PAGE 26.**

TOP 50 AGENCIES

BLUE CHIP AGENCIES ☐ With billings of more than $745 million in broadcasting, Young & Rubicam continues to top all agencies in electronic media. Radio-TV expenditures of leading 50 shops in 1980 were $870 million more than in 1979. Complete analysis of that spending begins on **PAGE 29.**

SPECIAL REPORT

INDEPENDENT ISSUES AND ANSWERS ☐ Programing and its high cost are major preoccupations of INTV delegates at annual convention in Los Angeles. Sessions examine ways to improve entertainment and news offerings and become more competitive. **PAGE 44.** Monday morning is devoted to strategies to deal with changes in regulatory and legislative moods in Washington. **PAGE 45.** Burke study concludes that there is no difference in impact of commercials on network affiliates and independent stations. **PAGE 46.** FCC transition team, via satellite, offers hopeful words to delegates. **PAGE 47.**

PROGRAMING

SLIPPAGE IN AUDIENCE ☐ Report from Bates analyzes slight loss in networks' prime-time audience during fourth quarter of 1980 and tries to forecast first quarter of 1981. **PAGE 49.**

TECHNOLOGY

AT&T UPSTAIRS SERVICE ☐ Telecommunications firm that serves broadcasters over terrestrial networks now seeks FCC permission to provide satellite service for NBC. **PAGE 54.**

MEDIA

BOGGED DOWN ☐ Refranchising of Fetzer in Kalamazoo, Mich., is held up by citizen group's high hopes, municipality's reluctance and cable operator's skepticism. **PAGE 58.**

BUSINESS

TAFT, TCI TWO-STEP ☐ One joint venture of companies will develop basic and pay programing for cable. Other will buy or build CATV systems. **PAGE 61.**

LAW & REGULATION

SUSTAINED IN ST. LOUIS ☐ Court there upholds FCC's one-month extension for filings by low-power applicants. **PAGE 64.**

JOURNALISM

WHO-TV CALLED CHICKEN ☐ Des Moines press criticizes local station for not bucking state government's request for sting tapes. **PAGE 66.**

1946

THE 'BROADCASTING' YEARS ☐ Radio and TV reported horror and joy of World War II's final months and then broadcasters focused on transition to peace at home. However, tranquility there was endangered when FCC's Clifford Durr applied programing pressures on stations. Commission also tightened marketplace rules by instituting Avco rule that mandated open bidding for licenses being traded. **PAGE 69.**

PROFILE

ON THE LEADING EDGE ☐ Roy Bliss sees need for more basic services in hinterlands. As executive vice president of United Video Inc., he is pioneering new ways to provide such services via UVI's satellite facilities. **PAGE 97.**

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N W Ayer
Backer & Spielvogel
Ted Bates
BBDO
Benton & Bowles
Bozell & Jacobs
Leo Burnett
Calet, Hirsch, Kurnit & Spector
Campbell-Ewald
Campbell-Mithun
Chiat/Day
Compton
Creamer
Cunningham & Walsh
BROADCASTING'S
TOP 50
AGENCIES
Dancer Fitzgerald Sample
Daniel & Charles
D'Arcy-MacManus & Masius
Della Femina, Travisano & Partners
W B Doner
Doyle Dane Bernbach
A Eicoff
Eisaman, Johns & Law
William Esty
Foote, Cone & Belding
Gardner
Grey
Keller Crescent
Kenyon & Eckhardt
Lee King & Partners
KM&G International
Kornhauser & Calene
Marschalk
McCaffrey & McCall
McCann-Erickson
Arthur Meyerhoff
John Murray
Needham Harper & Steers
Ogilvy & Mather
Parkson
Ross Roy
Sawdon & Bess
Scali McCabe Sloves
SSC&B
Tatham-Laird & Kudner
J Walter Thompson
Tracy-Locke
Waring & LaRosa
Warwick Welsh & Miller
Wells Rich Greene
Young & Rubicam

(all dollar figures are in millions)

	Combined broadcast billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Broadcast percent of agency's total billings	Broadcast billings change from 1979	Agency's rank in 1979
1. Young & Rubicam	745.1	699.0	491.0	208.0	46.1	11.2	34.9	60	+71.7	1
2. J. Walter Thompson	702.7	652.1	440.2	211.9	50.6	14.4	36.2	76	+77.7	2
3. BBDO	406.8	372.9	253.4	119.5	33.9	7.5	26.4	60	+45.8	4
4. Dancer Fitzgerald Sample	401.9	383.9	215.6	168.3	18.0	6.9	11.1	79.2	+104.1	6
5. Leo Burnett	389.0	372.0	294.0	78.0	17.0	6.0	11.0	53.0	+22.0	3
6. Ogilvy & Mather	319.5	289.5	176.1	113.4	30.0	9.0	21.0	57	+11.7	5
7. Grey	297.7	284.4	199.2	85.2	13.3	0.8	12.5	57.3	+0.8	7
8. McCann-Erickson	285.0	252.0	171.5	80.5	33.0	7.0	26.0	60.0	+15.0	9
9. D'Arcy-MacManus & Masius	283.5	252.7	142.5	110.2	30.8	8.8	22.0	64.4	+9.6	8
10. Foote, Cone & Belding	274.1	250.1	184.6	65.5	24.0	7.1	16.9	66.4	+31.8	11
11. Benton & Bowles	270.0	248	158.0	90.0	22	1.2	20.8	67.5	+36.0	12
12. Doyle Dane Bernbach	270.0	257.0	163.0	94.0	13.0	—	13.0	57	+24.0	10
13. Ted Bates	257.6	241.2	161.0	80.2	16.4	9.4	7.0	73.0	+33.1	13
14. Wm. Esty	228.0	204.0	138.0	66.0	24.0	8.0	16.0	59	+24.0	14
15. Needham, Harper & Steers	227.1	207.3	170.5	36.8	19.8	9.0	10.8	63.5	+45.1	16
16. Wells, Rich, Greene	202.1	182.9	124.1	58.8	19.2	3.3	15.9	67	+10.7	15
17. Campbell-Ewald	189.7	174.7	111.8	62.9	15.0	3.9	11.1	64.5	+18.9	17
18. N.W. Ayer	174.8	153.6	126.1	27.5	21.2	6.4	14.8	55.7	+33.1	18
19. Compton	156.0	136.0	107.0	29.0	2.0	—	2.0	66.4	+42.3	23
20. Kenyon & Eckhardt	151.4	123.8	86.6	37.2	27.6	3.6	24.0	54.8	+20.5	19
21. Gardner	150.6	139.8	106.0	33.8	10.8	1.5	9.3	78	+29.8	22
22. SSC&B	150.5	146.0	124.0	22.0	4.5	1.5	3.0	72.0	+20.1	20
23. Cunningham & Walsh	109.8	105.0	76.8	28.2	4.8	—	4.8	46	−14.1	21
24. Backer & Spielvogel	105.7	97.0	61.0	36.0	8.7	2.6	6.1	75	—	—
25. Della Femina, Travisano & Partners	91.5	75	46.9	28.1	16.5	2.9	13.6	65.4	+38.6	31
26. Campbell-Mithun	90.8	73.7	15.0	58.7	17.1	—	17.1	58.5	+15.8	26
27. Marschalk	87.0	80.0	51.0	29.0	7.0	4.8	2.2	72	+8.2	24
28. Bozell & Jacobs	85.6	68.8	26.1	42.7	17.0	1.0	16.0	29.0	+8.0	25
29. Scali, McCabe, Sloves	70	58	26	32	12	1.0	11	60.0	+2.0	33
30. KM&G International	64.7	55.4	25.0	30.4	9.3	1.0	8.3	36.0	+5.2	28
31. Tracy-Locke	60.3	52.8	36.2	16.6	7.5	1.9	5.6	74	+6.5	30
32. Creamer Inc.	60.0	54.0	36.0	18.0	6.0	48	—	--	+23.2	42
33. McCaffrey & McCall	58	53.5	41.5	12	4.5	0.5	4	46.0	+ 6.0	32
34. Ross Roy	52.5	36.6	10.4	26.2	15.9	2.2	13.7	56.0	+5.1	35
35. Kornhauser & Calene	52.1	51.0	40.1	10.8	1.0	.848	.239	88.9	−12.9	—
36. Arthur Meyerhoff	51.3	49.3	33.0	16.3	2.0	1.1	0.9	85.0	+8.3	37
37. W.B. Doner	50.1	38.2	7.7	30.5	11.9	—	11.9	57.0	+1.6	34
38. Parkson	50.1	50.0	49.0	1.0	.1	—	.1	90	−5.9	29
39. A. Eicoff	48.6	46	1.3	44.7	2.6	—	2.6	95.1	+3.1	36
40. Eisamon, Johns & Law	45.5	33.7	11.0	22.7	11.8	3.4	8.4	64	+14.3	47
41. Daniel & Charles	44.8	41.8	22	19.8	3	0.5	2.5	55	+4.8	39
42. Waring & LaRosa	40.8	36.0	27.0	9.0	4.8	2.5	2.3	68.0	—	—
43. Warwick, Welsh & Miller	40.7	34.3	22.6	11.7	6.4	2.6	3.8	44	+4.1	43
44. John Murray	38.8	36.6	20.0	16.6	2.2	—	2.2	85	+2.2	44
45. Calet, Hirsch, Kurnit & Spector	38.5	35.0	21.0	14.0	3.5	0.5	3.0	55	+0.7	41
46. Tatham-Laird & Kudner	38.4	37.5	21	16.5	0.9	0.2	0.7	41.0	−4.4	38
47. Keller-Crescent	30.5	26.5	5.0	21.5	4.0	—	4.0	37	−6.0	45
48. Lee King & Partners	29.1	26.2	11.4	14.8	2.9	1.8	1.1	64	−8.9	40
49. Chiat/Day	26.2	22.9	14.6	8.3	3.3	—	3.3	32.0	—	—
50. Sawdon & Bess	25.5	24.0	2.7	21.3	1.5	0.6	0.9	85	+0.7	49

Broadcasting's top 50 agencies and their 1980 radio-TV billings

Y&R is No. 1 for third year with broadcast expenditures topping $745 million; DFS has great year, total billings for 50 agencies rise $870 million

The top 50 broadcast agencies continued to invest substantially in U.S. television and radio in 1980, although the increase last year did not quite match 1979's gain over 1978.

Figures compiled for BROADCASTING's 29th annual survey of leading broadcast agencies shows that TV spending topped the 1979 aggregate by more than $750 million and radio surpassed the previous year's total by about $120 million, for a combined increase of $870 million.

Imposing as these gains were, they failed to equal the increases in 1979 when joint TV-radio figures jumped by about $1.05 billion over 1978. It was television that dominated 1979 with an increase of $996 million, with radio then registering a fairly modest $45 million boost.

Young & Rubicam emerged for the third straight year in 1980 in the number-one position with total television and radio expenditures of more than $745 million, topping 1979 by more than $70 million.

Moving close to Y&R was J. Walter Thompson Co., which racked up a TV-radio increase of more than $77 million for a domestic broadcast total of more than $702 million.

Roaring into fourth place was Dancer Fitzgerald Sample which added $104.1 million in broadcast expenditures for a total of $401.9 million. A spokesman said

the tremendous spurt could be explained by a host of new accounts plus a heavier investment in the broadcast media by old-line clients.

Moving down into fifth place from third was the Leo Burnett Co., which showed a comparatively small increase ($22 million) for an agency of its size, winding up with $389 million in billings. BBDO picked up approximately $45 million in billings to climb into the third position.

One of the fastest-moving agencies is one of the youngest—Backer & Spielvogel. The agency was formed in the summer of 1979 but did not begin to bill for its first account, Miller Brewing, until December 1979. In its first full year of operations, B&S reported broadcast expenditures of more than $104 million.

It turned out to be a healthy year for the vast majority of leading agencies, with 42 registering gains in billings, five sustaining losses. There are three new agencies included in the compilation.

Among other agencies making striking advances in 1980 were BBDO, up $45.8 million, Needham, Harper & Steers, up $45.1 million; Della Femina, Travisano & Partners, up $38.6 million; Benton & Bowles, up $36 million, and N W Ayer, up $33.1 million.

Agencies losing ground in broadcast spending in 1980 were Kornhauser & Calene, down $16.9 million; Cunningham & Walsh, down $14.1 million; Keller, Crescent, down $6 million; Lee King & Partners, down $8.9 million and Parkson, down $5.9 million.

Breaking into the top 50 compilation this year are Backer & Spielvogel, Chiat/Day and Waring & LaRosa. No longer in the listing are Erwin Wasey, Geers Gross Geers and Norman, Craig & Kummel (now Altschiller, Reitzfeld, Jackson & Solin).

There have been some name changes in agencies. DKG has become Galet, Hirsch, Jurnit & Spector and the former Clyne agency has evolved into Kornhauser & Calene.

Young & Rubicam and Thompson virtually divided the laurels in the various categories of the broadcast business. Y&R was the top agency in total broadcast billings ($745.1 million), total TV billings ($699 million) and network TV billings ($491 million). Thompson grabbed honors for spot TV billings ($211.9 million); total radio billings ($50.6 million); network radio billings ($14.4 million), and spot radio billings ($36.6 million). Dancer Fitzgerald Sample carved out the largest broadcast billings gain, $104.1 million.

The following is an alphabetical listing of the first 50 broadcast-billings agencies. In the large majority of cases, the figures were obtained from the agencies themselves; in others, estimates were gathered from various sources.

18

N W Ayer □ N W Ayer saw an increase of more than $33 million in its broadcast spending to reach $174.8 million total in 1980. Most of the broadcast dollars were spent for the agency's steady clients: AT&T, 7Up, U.S. Army, Pan Am, Bahamas Ministry of Tourism, General Motors, Nestle, John Deere, Menley & James, Kraft, Jack Lalanne and Carl Buddig. For those, the favored medium was spot TV. During the year, Ayer gained several major accounts including Emery Air Freight, Granny Goose Foods, National Air Lines (which merged with long-time Ayer client Pan Am), Federal National Mortgage Association and the Australian Tourist Commission. Accounts resigned during the year were: Car-I Service Systems Inc., Motorola, U.S. Cruises, Thrifty Corp. (drug and discount stores), Illinois Tool Works and McGraw Edison.

24

Backer & Spielvogel □ Broadcast billings for B&S, formed in August 1979, reached an estimated $105.7 million in 1980, its first full year of operation. B&S started with only one account in December 1979—the hefty $80-million-plus business of Miller Brewing Co., including Miller High Life, Lite, Lowenbrau and new products. The new agency was formed by Carl Spielvogel, its chairman and former vice chairman of the Interpublic Group of Companies, and William M. Backer, previously vice chairman and creative director of McCann-Erickson. The Miller account, which had been at McCann, allots about 85% of its budget to broadcast. During 1980 Backer & Spielvogel picked up other business from the Campbell Soup Co., Seven-Up Co., the Savings & Loan Foundation and Helene Curtis Industries (new products).

13

Ted Bates □ Television grew by almost $32 million and radio by $1.7 million in 1980 as Bates's broadcast totaled $257.6 million. Acquired during the year were General Foods Co. product assignments and lost was the Borden Co. (Wyler food division). The solid TV-radio spenders included Colgate-Palmolive, Adolph Coors Co., Warner-Lambert, M&M/Mars, Prudential Insurance Co., ITT Continental Baking, Bristol-Myers, Carter-Wallace, Home Box Office, Panasonic and Richardson-Merrell.

3

BBDO □ Broadcast billings at BBDO climbed by an estimated $45.8 million in 1980, abetted by a new business spree that added more than $50 million in overall billings in the first quarter of the year. Contributing to the upsurge were assignments from Firestone, Timex, Gillette and Pillsbury. BBDO has a long list of advertisers active in television and radio, including Avis, Black & Decker, Campbell Soup, DuPont, Firestone, General Electric, Gillette, Lever Bros., PepsiCo., Quaker Oats, Scott Paper, Schlitz and Timex.

11

Benton & Bowles □ Bolstered by a flock of new accounts and assignments, B&B increased its TV-radio billings by $36 million. Among those added to the client list in 1980 were Jensen Sound Systems and Nicholas International and new assignments came from General Foods. Lost was Gillette (Good News razor). Procter & Gamble and General Foods, two long-time clients, were active in network program sponsorship of made-for-TV movies, and Texaco participated in sponsorship of Bob Hope television specials. Other B&B customers with substantial investments in network and spot TV and/or radio were Richardson-Merrell, Continental Airlines, Morton-Norwich, Hardee's Food Systems, AMF, Fiat, Kitchens of Sara Lee, Standard Brands and Vick Chemical.

28

Bozell & Jacobs □ Broadcast billings increased by an estimated $8 million during the year for a total of $85.8 million. Included in the agency's broadcast accounts are Greyhound, Iberia Airlines, Quaker Oats, Purolator, Tony's Pizza Service, Wise/Old London Foods and Zale Corp. (jewelry).

5

Leo Burnett □ For the second year in a row Burnett's proportion of its billings allocated to broadcasting declined, falling in 1980 to 53% from 57.5% in 1979. Accordingly, Burnett registered only a modest increase in broadcast billings for a larger agency, amounting to $22 million in 1980. Burnett reported a loss of the Swift & Co. account in 1980 but no major account acquisitions. Among Burnett's users of television and radio are Allstate Insurance, Commonwealth Edison, General Motors, Green Giant Co., H.J. Heinz, Keebler, Kellogg, Kimberly-Clark, Maytag, Nestle, Northcliff-Thayer, Pillsbury, Procter & Gamble, RCA Consumer Electronics, Revlon, Star-Kist Foods, Steak & Ale Restaurants, Swift & Co. and Union Carbide.

45

Galet, Hirsch, Kurnit & Spector □ Formerly called DKG Advertising, this agency had a slight gain in broadcast billings in 1980 to $38.5 million, representing 55% of the firm's domestic billings. TV and radio spots were up $1 million each (to $14 million and $3 million, respectively), while TV network dropped $1 million (to $21 million) and radio network, the smallest billing contributor, fell from $800,000 to $500,000. Major accounts added during the year were Ricoh cameras, Ramada's Tropicana hotel and casino in Atlantic City, N.J., and Thermos outdoor-living products. CHK&S reports no major accounts resigned. Heavy broadcast billers for the agency are Aamco, Alitalia, Clairol appliances, Corning, Dollar Savings, Remington, Toshiba, Getty Oil and Pocket Book.

17

Campbell-Ewald □ The agency registered an estimated 11% gain in broadcast billings during 1980, reaching almost $190 million. C-E's figures include those of two other Interpublic agencies, Clinton E. Frank Advertising and Tinker Campbell-Ewald. C-E had a long roster

of broadcast-oriented clients last year, including such General Motors divisions as Chevrolet, Delco and General Motors Acceptance Corp.; Bil-Mar Foods Inc., Capital Cities Communications, Goodyear Tire & Rubber, Libbey-Owens-Ford, Magnavox and Burroughs Corp. C-E obtained billings from Clinton E. Frank via Kraft Foods, Wendy's, Reynolds Metals and Stokely-Van Camp. Tinker Campbell-Ewald pitched in with billings from such accounts as Citicorp., Coca-Cola (foods), Heublein and KFC Corp. (fried chicken restaurants).

26

Campbell-Mithun. □ This Minneapolis-based agency added $15.8 million to its broadcast spending in 1980 to reach $90.8 million, compared to 1979's total billings of $75 million. Substantial gains were made in the agency's spot TV and radio advertising. Added in 1980 to Campbell-Mithun's roster of clients were Adia Temporary Services, Control Data Learning Centers, Exchange National Bank, Ray-O-Vac (consumer batteries, hearing aids, new products) and 3M (household and hardware division). Active broadcast accounts in spot TV and radio were General Mills, Land O'Lakes, Heilman Brewing Co., Kroger Co. (grocery stores) and Dairy Queen (ice-cream store franchise). During the year the agency lost Barton Brands, Gould Inc., Winter Garden and Bank of Ravenswood.

49

Chiat/Day □ The fast-growing Chiat/Day, a Los Angeles-based agency with offices in San Francisco, Seattle and New York, makes its first appearance in the top 50 compilation with broadcast billings of $26.2 million. New accounts gained during the year include Genstar Ltd. (corporate advertising) and Wienerschnitzel (restaurants). Among Chiat/Day's TV-radio clients during 1980 were Yamaha Motors Corp., Olympia Brewing, Fotomat Corp., Skipper's Seafood 'n' Chowder Houses, American Motors Corp., KMPC(AM) Los Angeles, Pioneer Electronics of America and Great North Car Dealers.

19

Compton □ Broadcast billings were up substantially during 1980 at $138 million, almost $25 million over the previous year's figure. The gain was attributable to heavy network TV participation by top advertisers like Procter & Gamble, Johnson & Johnson, Jeep, Norcliff Thayer and Harlequin Enterprises. Compton acquired Coco Lopez Imports, Italian Ceramic Tile Association and Majic Pantry accounts in 1980. The only major account lost last year was Dunlop Tire & Rubber.

32

Creamer □ This agency's broadcast billings jumped considerably in 1980 due to a major increase in network television accounts. Overall, television and radio billings totaled $60 million (up from $36.8 million in 1979) and network TV stood at $36 million (up from $16.9 million). Broadcast clients gained include Nixdorf, McDonald's (Pittsburgh) and Fox Grocery; lost were 1st Metropolitan Builders and Lee & Eddie Caterers. Continuing major accounts range from Big M Supermarkets and Delmonico Foods to Sheraton Corp. and Textron's Speidel division.

23

Cunningham & Walsh □ Total broadcast spending was down by about $14 million for Cunningham & Walsh in 1980 with the most notable decrease reported in spot radio—$6 million below 1979's billings. New broadcast accounts for the year included Scheffelin & Co. (wines and champagnes), Sterling Drug (Phillips Milk of Magnesia, Phillips Tablets, Fletchers Castoria and new products), Pentax Corp. (cameras), Arthur Treacher's seafood restaurants and AT&T. Major accounts active in broadcast but resigned in 1980 were: Mennen (men's toiletries), California Milk Advisory Board, Singapore Air Lines and Barclays Travelers Cheques.

Biggest spenders

Total broadcast billings
Young & Rubicam—$745.1 million
Total TV billings
Young & Rubicam—$699 million
Network TV billings
Young & Rubicam—$191 million
Spot TV billings
J. Walter Thompson—$211.9 million
Total radio billings
J. Walter Thompson—$50.6 million
Network radio billings
J. Walter Thompson—$14.4 million
Spot radio billings
J. Walter Thompson—$36.2 million
Biggest broadcast gain
Dancer Fitzgerald Sample—$104.1 million

4

Dancer Fitzgerald Sample □ Dancer closed out a super year in 1980, adding $104.1 million in broadcast billings to its total. The agency said the gain could be traced to $85 million in new billings during the year and a hefty increase in its broadcast share from 70.9% in 1979 to 79.2% in 1980. Accounts added during the year included Blue Bell Inc. (Wrangler jeans), Parker Bros. (games and toys), Bali Co. (brassieres), General Mills, Shulton, RCA Videodiscs, C.B. Thomas (Sharha bread), Peter Paul Cadbury (Starbars), Megatron (electronic equipment), Wendy's International, Lerin (cosmetics), 3M Co., MTM Productions, Premiere Cable Network, CBC Distributors (automotive after-market), California Prune Advisory Board and Pacific Plan (home mortgage brokers). Lost in 1980 were Arby's and FMC Corp. Other active broadcast accounts at DFS were Procter & Gamble, Toyota, General Mills, Hanes, Life Savers, CPC International and Florida Department of Citrus.

41

Daniel & Charles □ Daniel & Charles Associates showed 12% growth in broadcast billings last year, to $44.8 million, 55% of the agency's total billings. Accounts that were added in 1980 were Gortons Seafood Crepes, Oscar de la Renta mens wear, National Fisheries Institute and Windex Kitchen Shine. New accounts whose billings will start in 1981 are Bufferin, Selsun Blue and Murine ear drops. Major D&C accounts are Comtrex, Sally Hansen, Bufferin and Selsun Blue (network and spot television), Excedrin PM. (network television), Oscar de la Renta (spot television), Gortons (spot television and spot radio), National Fisheries (network television and network radio), and Mr. Muscle (network and spot television and network radio).

9

D'Arcy-MacManus & Masius □ D'Arcy added a modest $9.6 million to its broadcast expenditures in 1980 but this was accomplished despite a dip in its TV-radio shares to 64.4% from 75.5% in 1979. It was an up and down year for the agency; it acquired Allied Van Lines, Laker Airways, Golden Griddle Syrup, Crave Cat Food and Idaho Potato Commission, and it lost Purex, Colgate-Palmolive and Universal Pictures. In 1980 D'Arcy acquired the deGarmo agency, bolstering its presence in New York. The agency's extensive list of broadcast spenders includes Anheuser-Busch, Pontiac, General Motors Corp., Cadillac, Whirlpool, General Tire & Rubber, Ace Hardware, Rustoleum, Amoco Oil, Standard Oil of Indiana, M&M Mars, American Dairy Association, Beech-Nut, Southwestern Bell, Red Lobsters Inc., Dow Chemical and U.S. Air Force.

25

Della Femina, Travisano & Partners □ An agency that had substantial growth in billings in 1980, Della Femina, Travisano & Partners ended the year with over $91 million in broadcast investments, a jump of 73% over the year earlier. Television billings were up over $30 million, radio $6 million, while the percentage of total billings represented by broadcast business held fairly constant, at 65.4% in 1980. Principal accounts in television are Dow Chemical, Emery Air Freight and Connecticut General; the first two are network and spot buys, the latter network only. Dow is also involved in spot radio, Emery in network and spot radio. Spot television accounts that are also spot radio clients are Isuzu Motors, Borden, A.A.A. and Beck's Beer. WABC-TV New York is a principal spot radio-only client. Four major accounts resigned in 1980 were Schieffelein & Co., Bali, Mr. Steak restaurants and Nelley's Fine Foods. However, over a dozen major accounts were added by the agency, including Airwick, *Inside Sports* magazine, the New York Mets, American Automobile Association, Isuzu Motors, Connecticut General and BSR's X-10 division.

37

W. B. Doner □ Broadcast billings were up only slightly at W. B. Doner in 1980, 3.3%, to $50.1

million. The growth came in both radio and television, though the almost $4-million improvement in spot radio billings was offset by a $1-million decline in network radio investments for the agency. Principal accounts for Doner are Colt 45, Lowe's, Hygrade Food Products, Vlasic Foods, and Dutch Boy Paints (all network and spot television), Tuborg Gold (network television only), Richway and Foley's Department stores (both spot television), Jack Eckerd Drugs and Servistar (spot television and spot radio), Chiquita and Quality Inns (spot radio). Eckerd Drugs was an account added during 1980, along with Faygo Beverages, Chattam Inc., Federated Electronics, Blue Bell Inc. and Middle Atlantic Milk Marketing Area. Accounts resigned in 1980 were J. H. Filberts, National Guard Bureau and CBS Sports.

12

Doyle Dane Bernbach □ Broadcast billings rose during the year by $24 million as the agency obtained a large group of new clients and dropped a few. New advertisers at DDB were Citibank Travelers Checks, Universal Pictures, Gagliardi Brothers (frozen meats), W. Atlee Burpee, Borden Inc., Airwick Industries, Camargo Foods, Chanel, Volkswagen Vanagon, Swensen's Ice Cream, Celestial Seasonings and MCA Discovision. Lost during 1980 were 20th Century-Fox, Blue Bell (Wrangler jeans), Avis Rent-a-Car and Publishers Clearing House. Solid spenders in broadcast during 1980 were American Airlines, Volkswagen, Polaroid, Mobil Oil, Porsche/Audi, Universal Pictures, General Telephone & Electronics and Stroh Brewery.

39

A. Eicoff & Co. □ Less than 5% of this agency's billings come from nonbroadcast accounts. The broadcast billings total for 1980, $48.6 million, was 6.8% better than last year's—with the vast bulk of the agency's business done in spot television—$44.7 million worth. Network television billings, which at $1.3 million pale next to the spot figure, were nevertheless 10 times last year's figure. Accounts added during the year were Jet-X, *Detroit Free Press*, Clinitemp, American Security Council, Meredith Corp., Ohio Bell, *Rolling Stone* magazine, The Bradford Exchange and U.S. General Supply Corp. Accounts resigned were Animal Protection Institute, *Newsweek*, Sun Shields and Vileda.

40

Eisaman, Johns & Law □ Broadcast billings for this agency jumped 45.8% in 1980 over 1979, from $31.2 million to $45.5 million. New accounts included Air California (about $3.5 million; 60% TV); Purex Corp.'s Ayds appetite suppressants, vitamins and minerals and Cuticura skin care products; State of Connecticut Chevrolet Dealers Advertising Association; Chevrolet dealers association in Tampa/St. Petersburg, Fla., and Dallas county, and Cadillac dealers in southern California. EJL reports no client lost and continued major broadcast business for Alpha Beta Supermarkets; Pennzoil Motor Oil; Suzuki motorcycles, Carta Blanca, Bohemia and Briss beers; Flecto Farathane Finishes; Gumout; GTE Directories Corp., and 13 other Chevrolet dealers associations. In 1980, all broadcast categories were up, particularly spot TV which rose from $13.1 million to $22.7 million.

14

Wm. Esty □ Esty had a banner year in 1980, adding $24 million to its TV-radio total. New clients acquired during the year were Tampax, Anacin 3, Aviance and MasterCard II. Resigned in 1980 was Magnavox. The major gain was made in television with the addition of $23 million in billings. Radio added $1 million. Among the broadcast clients of Esty during the year were American Can, Chesebrough-Pond's, Colgate-Palmolive, Genessee Brewing Co., Nabisco, Noxell Corp., Union Carbide, Warner Lambert and American Home Products Corp.

10

Foote, Cone & Belding □ FC&B added $31.8 million in TV-radio billings during 1980, abetted by the acquisition of new clients including Arnold Bakers, Swift & Co., Satellite Television Corp., Speed Queen, Caldwell Banker and Oak Communications. Lost during the year were Campbell Cup Soup, Interstate Brands, Hughes AirWest and Idaho Potato Commission. Television rose by $20.9 million and radio by $1.9 million. The agency's most active accounts in broadcast are Amana, Armour, Hallmark, S.C. Johnson & Son, Kraft, Pizza Hut, Sunbeam, Zenith, Bristol-Myers, Frito-Lay, Albertson, Arco, Mazda, Ramada Inn, Ore-Ida, United California Bank, Clorox, Levi Strauss, Pacific Telephone & Telegraph Co., Swift and Sears, Roebuck & Co.

21

Gardner Advertising □ This St. Louis-based agency continued to climb in broadcast billings in 1980. Total radio/TV spending was $150.6 million for the year, representing a gain of nearly $30 million. Since Gardner's acquisition of Advanswers Media/Programing several years ago, the agency's broadcast billings have continued this upward trend. Major clients active in broadcast were Ralston-Purina, Firestone Tire & Rubber, Sun Oil Co. (Cam 2), Six Flags Over Mid-America, and Heath Candy Co. A large portion of broadcast dollars was also placed for major syndication assignments including Blair Pro Rodeo (in 80 Western markets), St. Louis Cardinals (on 110-station radio network and 18-station TV network) and *Coors Western Outdoorsman* (syndicated program in 84 Western markets). Gardner reported two resigned accounts: Dazey Products and Louis Rich Meats.

7

Grey Advertising □ The agency showed a modest $800,000 increase in broadcast billings for the year as TV spending grew by $200,000 and radio by $600,000. The agency's broadcast share of overall domestic billings dipped to 57.3% from 61% in 1979. Accounts obtained during the year included Huffy Corp., Federated Department Stores, Burger Queen and assignments from B.F. Goodrich, Borden, Bristol-Myers and General Foods. Active in network TV sponsorships of various special programs were General Foods, B.F. Goodrich, Sentry Insurance, Timex, Heinz, Canon and Warner Bros. Other clients active in broadcast were Procter & Gamble, Block Drug, Mennen, Revlon, Carter-Wallace, Kendall Oil, Squibb and RCA Records.

47

Keller-Crescent □ The agency for 1980 reports $30.5 million in broadcast billings, down from the $36.5 million it totaled the previous year. Network TV billings declined considerably, from $13 million to $5 million. Spot television remains the foremost contributor to Keller-Crescent's broadcast tally—at $21.5 million, up $1.4 million. Among the agency's new accounts in 1980 were Majestic Co. (fireplaces), Kenny Kent Chevrolet/Mazda and Executive Inn (both Evansville, Ind.); Lincoln Federal Savings (Owensboro, Ky.); Hoffco outdoor power equipment and Newell Window Furnishings. Those resigned included DMI Furniture, Kellwood's Glendale hosiery, St. Louis Dodge Dealers, Murray bicycles and C.G. Conn musical instruments. Continuing major accounts range from Hardee's fast food to Southern Indiana Gas and Electric. Broadcast billings account for 37% of the Keller-Crescent total.

20

Kenyon & Eckhardt □ With the help of several new heavy broadcast advertising accounts, K&E jumped from $132 million in total broadcast billings in 1979 to $151 million in 1980. This growth, which represents about 55% of the agency's total billings, is most visible in its network TV spending, which more than doubled over the previous year, at $86.5 million. Accounts acquired during 1980 include Colgate-Palmolive (Mersene denture cleanser and Dermassage dishwashing liquid), Bristol-Meyers (Excedrin PM.), Superior Pet Products and Table Talk Bakery. Big network TV spenders included Chrysler, Colgate and Turtle Wax. Four account losses were reported for 1980: Brasseries Artois (Stell Artois beer); Allied Van Lines, Helena Rubinstein and B.F. Goodrich Tires.

48

Lee King & Partners □ The percentage of this agency's total billings represented by broadcasting fell from 75% last year to 64% this year; the dollar value of the broadcast total slipped by 23.4% to $29.1 million. The steepest drop came in spot radio, where billings fell from $4.8 million to $1.1 million, though spot television's $5.7-million decline was greater in dollars. Network radio was one bright point, with the addition of $1.8 million in billings last year. Major new accounts are Frederick & Herrud, Beef Industry Council, Bang & Olufsen and La Salle National Bank of Chicago. The Orange Crush account was resigned.

30

KM&G International □ Broadcasting billings at KM&G increased by an estimated $5.2 million to $64.7 million in 1980. The principal broadcast accounts during the year were H. J. Heinz Co., Rockwell International power tools, Rubbermaid, Eat 'n Park restaurants, Westinghouse Electric, Air Jamaica, Hanes Corp., Japan Air Lines, Gulf Oil and Pittsburgh National Bank. New accounts landed during the year were Hanes Corp., Eat 'n Park.

35

Kornhauser & Calene □ Formed by top executives from the now defunct Clyne Co. in April 1980, this agency is new to BROADCASTING's top 50 compilation. A spokesman for Kornhauser & Calene claims that "virtually all of Clyne's accounts are now handled by Kornhauser." With more than $52 million spent on broadcast advertising, the agency placed over $40 million in network TV. Kornhauser's major clients include American Home Foods (Chef Boyardee frozen pizza, sauces and new products), Boyle-Midway (Easy-Off oven cleaner, Black Flag insecticides, Griffen shoe polish and Sani-Flush toilet bowl cleaner), Church & Dwight Co. (Arm & Hammer baking soda, laundry detergent and new products), HJK Inc. (Dick Clark men's toiletries, Health Spa bath products), Federated Metals Corp. and Whitehall Labs (Arthritis Pain Formula, Dristan nasal sprays, Dry & Clear acne medication and Primatene asthma medication).

27

Marschalk □ Broadcast billing at Marschalk climbed by an estimated $8.2 million to $87 million. Marschalk, which belongs to Interpublic Group, annexed a group of new accounts and assignments including Upjohn, Heublein, Vick's Health Care, Gillette and Stroh Light beer. It resigned Drackett Co.'s Endust. Contributing to Marschalk's broadcast total during the year were Coca-Cola, Drackett, Economics Laboratories (cleansers), Gillette, Sterling Drug, Thom McCann, Heublein and Paine, Webber, Jackson & Curtis.

33

McCaffrey & McCall □ McCaffrey & McCall experienced 11.5% growth in broadcast billings during 1980, to $58 million, with growth spread across all segments except network radio, which was flat. Two major accounts added by the agency in the last year were Exxon Office Systems Co., and St. Joe Mineral. The percentage of the company's business that is derived from broadcasting remained fairly constant over the two years, at 46% and 45% in 1980 and 1979, respectively. Among the company's major accounts are American Broadcasting Companies, Exxon, The Hartford Insurance Group, J.C. Penney and Texize.

8

McCann-Erickson □ The agency posted an estimated $15 million in broadcast gain in a year marked by account turnover. McCann acquired Texas Instruments, Wilson Foods, Nabisco, Lever Bros. (Promise margarine) and Mennen, while dropping Tampax, Savings & Loan Foundation and Jeno's. Represented in McCann's roster of broadcast advertisers were American Express, Bache, Halsey, Stuart, Shields, Coca-Cola, Lufthansa, Mennen, Pabst, Sony, Jeno's, Abbot Laboratories, Kraft, Sears, Roebuck & Co. and General Motors (Buick).

36

A. Meyerhoff □ This agency logged a 19.3% improvement in broadcast billings during 1980, up to $51.3 million from $43 million. Broadcasting represents 85% of the company's total advertising investments. The growth came totally in network television billings, which almost doubled to $33 million from $18 million. Spot television was down $5.7 million, network radio down $300,000 and spot radio down $500,000. Major accounts include American Home Products Boyle-Midway Division, Chicago Cubs and William Wrigley Jr. Co.

44

John Murray □ This house agency for American Home Products Corp. increased its TV-radio spending by about $2.2 million to reach an estimated $38.8 million in 1980. Murray invests heavily in television for American Home packaged goods. Included in the products assigned to Murray by American Home are Easy-Off Window Cleaner, Aerowax, Sani-Flush in Tank from Boyle-Midway Division and Anacin, Preparation H, Trendar, Sudden Beauty, Oxipor, Maximum Strength Anacin from Whitehall Laboratories.

15

Needham, Harper & Steers □ This agency added an extra $45 million to its broadcast billings for 1980, to bring the total to $227 million. Both TV and radio spending increased with particular emphasis on network TV and spot radio. Major broadcast advertisers for the year included Atlantic Richfield Co., Columbia Pictures, American Honda Co., Xerox Corp., Amtrak and ITT. New accounts added in 1980 were American Forest Institute, Bacardi Imports, Columbia Pictures, The Fairmont Hotel Co., the National Guard Bureau and Polaroid. Resigned accounts were Bristol-Myers and First International Services Corp.

6

Ogilvy & Mather □ Ogilvy reported an $11.7-million increase in broadcast spending in 1980 as TV billings climbed by $5.8 million and radio by a robust $5.9 million. Among the new accounts landed in 1980 were Publisher's Clearing House, Warner Amex Satellite Corp., Warner Cable, Hickory Farms and Schwinn bicycles. Ogilvy's broadcast clients include American Express, Block Drug, Bowery Savings Bank, Campbell Soup, General Foods, Lever Bros., Pepperidge Farm, Sears Roebuck & Co., Trans World Airlines, Mattel and KLM Royal Dutch Airlines.

38

Parkson Advertising □ With 90% of the agency's total billings derived from broadcast, Parkson spent over $50 million in that division. This figure is down about $6 million from 1979's total broadcast spending. Although radio billings remained steady at $100,000, network TV billings declined sharply by about $7 million. New accounts came from long-time clients J.B. Williams (new products: FVM capsules and Deep Down) and Nabisco (new assignment for Chedder Triangles, Snack Shapes and Wheatsworth). The agency reported no lost accounts.

34

Ross Roy □ An improvement of 8.2% was logged in broadcast billings at this agency in 1980, for a year's total of $52.5 million. Network radio billings took a dip, however, sliding $600,000 to $2.2 million. No major accounts were resigned during the year, and a principal account that was added was Upjohn Co.'s Unicaps vitamins, active in network and spot television and spot radio. Major clients include Chrysler Corp., K Mart and Uniroyal.

50

Sawdon & Bess □ This agency's broadcast billings primarily fell within the spot-TV category servicing such advertisers as J. Brannam, Kinney Shoes, Pontiac Dealers Association, Pulsar Watches, Woolco/Woolworth and Quality Bakers of America. Of Sawdon & Bess's $25.5 million in TV and radio accounts in 1980, spot TV accounted for $21.3 million, up from the previous year's $18 million, but billings were down $2.6 million in network TV and network and spot radio. Overall broadcast billings therefore showed a gain of $700,000. Major new accounts included Quality Bakers and Hudson-Mohawk Pontiac Dealers, with resignations from Sterling Optical and Hartford Pontiac Dealers.

29

Scali, McCabe, Sloves □ Impressive growth was scored by this agency in 1980, as broadcast billings soared 40% to $70 million, led by the almost tripling of its spot radio business, from $4 million to $11 million in billings. Television billings grew by $13 million, for a total of $58 million. All but two of the company's major

accounts were active in spot television—the two were Sperry, which invests in network television (both participations and sponsorships) and spot radio, and Pioneer, which uses network television and network radio. Hertz and Prince Matchabelli were network television purchasers in addition to spot buyers; Volvo and American Can were active solely in spot; Purdue Chicken purchased both television and radio spot. During 1980 Scali, McCabe, Sloves added the Bulova Accutron account (to begin in 1981) as well as Mrs. Paul's Kitchens and Flushco.

22

SSC&B □ In its first full year as an Interpublic agency, SSC&B rolled up combined broadcast billings of $150.5 million, topping 1979 by more than $20 million. Major accounts added during the year included Olympus cameras, Sheraton hotels and Unitours. The agency also received new assignments from existing clients. Lost during 1980 was First National City Travelers Checks (now Citicorp Travelers Checks). SSC&B accounts investing in television and radio during 1980 included American Can, Amstar, Carnation Co., Gulf Oil Co., Lever Bros., Thomas J. Lipton Inc., Mennen, Noxell, Standard Brands and Sterling Drug.

46

Tatham-Laird & Kudner □ Broadcast billings at Tatham-Laird & Kudner were off more than 10% in 1980, with most of the drop coming in the spot radio portion of the company's accounts. Television billings at $38.4 million were virtually flat, while radio billings fell from 1979's $4.3 million to $900,000. Accounts added during 1980 at the agency's Chicago office were Oscar Mayer & Co., Louis Rich Turkey Products, Jack Daniel Distillery and F. Korbel & Bros. New York accounts added were Miles Labs' Flintstones Vitamins co-op project, Aparacor, RCA SelectaVision videodisk direct marketing projects and American Frometics (cosmetics). A major account resigned from the New York office was Gurney Seed & Nursery.

2

J. Walter Thompson □ Broadcast billings at JWT swelled by $77.7 million, keeping the agency firmly riveted in the second spot in the compilation, outranked only by Young & Rubicam. Major account gains included 20th Century-Fox, California Milk Producers Advisory Board and H&R Block. Account defections included Abbott Laboratories and National Airlines. Among the long list of broadcast-active accounts in the Thompson portfolio during 1980 were Beatrice Foods, Burger King, Eastman Kodak, R.T. French, Lever Bros., Miles Laboratories, Pepsi-Cola, Samsonite, Scott Paper, Standard Brands, S.C. Johnson & Son, Kraft, Oscar Mayer, Schlitz Brewing, Ford Motor Co., and Uncle Ben's Foods.

31

Tracy-Locke □ This Dallas-based agency experienced a moderate gain of $6.2 million in broadcast spending. Most of Tracy-Locke's $60.3 million in broadcast billings can be attributed to accounts such as Frito-Lay, Shasta beverages, Phillips Petroleum, Mountain Bell Telephone and Haggar Co. During the year, the agency acquired Environmental Developers, Associates First Capital Corp., Taco John's restaurants, as well as additional products from Shasta and network assignments from Frito-Lay. Wilson Foods was the only major account resigned.

42

Waring & LaRosa □ The agency has been on a growth streak for the past few years and lands in the top 50 broadcast category for 1980, with TV-radio billings of $40.8 million. During the year it acquired SCM Corp. and Julius Wiles Sons & Co. Among its more active broadcast accounts were Ragu Foods, Adolph's Inc., Prince Matchabelli, Cutex, Smith-Corona, Julius Wile and Swissair.

43

Warwick, Welsh & Miller □ Overall radio and TV billings for this agency were up more than 11% to $40.7 million, representing 44% of Warwick, Welsh & Miller's domestic billing. Broadcast-active accounts include U.S. Tobacco, Benjamin Moore, Economics Laboratory, Burlington Industries, Brooke Bond Foods, King Cola, Lehn & Fink and Plough. During the year, Warwick, Welsh & Miller reports no major accounts lost but new business from Berio Importing (olive oil, spanish olives), Drake America (export marketing), Grolsch Importers (beer) and Prince Manufacturing (tennis racquets).

16

Wells, Rich, Greene □ Almost half of WRG's $10.7-million increase in billings in 1980 could be traced to radio, which showed a gain to $19.2 million from $14.5 million in 1979. It was a highly active account-shift year at WRG, on both the plus and minus sides. Acquired during 1980 were Chase Manhattan Bank, Hawaiian Tropic, Hills Bros., Pacific Pearl Seafood, Southwestern Bell and Ralston Purina (Wheat and Raisin Chex). Lost during the year were Citibank, Columbia Pictures, Handy Dan, Northwestern Arizona Trust, Olympus cameraa and Louis Rich. In the agency's extensive roster of TV-radio clients were Bic Pen, Diners Club, Ford, Miles Laboratories, Olympus, J.C. Penney, Procter & Gamble and Foodmaker Inc. (restaurants). There was speculation that the agency might lose one of its larger accounts, Braniff International, which bills between $18 million and $20 million. Contributing factors are the departure from the airlines of Harding L. Lawrence (husband of WRG chairman Mary Wells Lawrence) and the pending merger of Braniff with Eastern Airlines. In the event of a merger, there is talk that the combined account will move to Young & Rubicam, Eastern Airlines' agency.

1

Young & Rubicam □ For the third straight year, Young & Rubicam is in first place in BROADCASTING's top 50 ranking, reporting $745.1 million in broadcast billings, a jump of $71.7 million. Television rose by $74 million and radio by $7.7 million. New business and assignments came from Miller Brewing, CBS Publishing Division, J&J McNeil Laboratories, Heublein's, Harrah's, U.S. Postal Service, CIT Financial Resources, Jenn-Air, Terminex and West Bend Home Appliances. Accounts lost during year included *New York Daily News* and *People* magazine. Represented on Y&R's long list of clients during 1980 were American Home Products, Dr Pepper, Eastern Air Lines, Frito-Lay, Eastman Kodak, General Electric, General Foods, Gulf Oil, Johnson & Johnson, Kentucky Fried Chicken, Lincoln-Mercury, Lipton, Oil of Olay, Time Inc., Union Carbide, Procter & Gamble, Warner-Lambert, Clorox, E&J Gallo Winery and Merrill, Lynch, Pierce, Fenner & Smith.

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Ratings Roundup

Despite its third-place showing for the week ended Jan. 18, NBC-TV in the new year continues to give ABC-TV a run for second place behind CBS-TV. Only a third of a rating point separated the two networks in prime time with ABC scoring an 18.6 rating and 29 share to NBC's 18.3/28. A week earlier the scores were closer still, with NBC ahead but just barely: 18.4/28 to 18.3/28.

First place again went to CBS-TV with a 20.0/31, making it three wins in a row and victory in nine out of the past dozen weeks including one tie with ABC. ABC took the other two weeks since Oct. 27, when both those networks claim their 1980/81 seasons began.

For the week through Jan. 18, NBC continued its "Phase III" premieres, coming up with no immediate blockbusters but claiming success-of-sorts even with numbers such as 14.7/23 for the launch of *Nero Wolfe*, scheduled against CBS's *Dukes of Hazzard* at 9 p.m. Friday. NBC said that was the best score it has had in that time period since last fall. Similarly, NBC's new *Walking Tall*, against ABC's *Love Boat*, was said to have brought the highest numbers Saturday at 9 p.m., since last March: 17.5/28.

Such explanation, however, wasn't necessary for *Harper Valley PTA*, which earned a 20.1/32 and won its time period as Friday's half-hour opener. On Tuesday, a special two-hour episode of the revamped *BJ and the Bear* also fared well with a 21.8/32. Less auspicious however were Thursday's two hours with a new *Buck Rogers*, 16.7/25, and the first regular half-hour of the new *Sanford*, which lost much of *Harper Valley's* audience and came through with only a 15.3/24.

The First 20

1.	*Dallas*	CBS	33.4/55
2.	*60 Minutes*	CBS	32.6/49
3.	*Dukes of Hazzard*	CBS	27.8/43
4.	*One Day At A Time*	CBS	25.3/36
5.	*Little House on the Prairie*	NBC	24.2/34
6.	*M*A*S*H*	CBS	23.9/34
7.	*Bob Hope Anniversary Special*	NBC	23.8/35
8.	*Love Boat*	ABC	23.5/38
9.	*Three's Company*	ABC	22.5/33
10.	*Magnum, P.I.*	CBS	22.3/33
11.	"Terror Among Us" (movie)	CBS	22.2/36
12.	"Dynasty" (premiere in movie form)	ABC	22.2/32
13.	*Waltons*	CBS	22.0/32
14.	*House Calls*	CBS	21.8/32
	BJ & the Bear	NBC	21.8/32
16.	*Real People*	NBC	21.6/32
17.	*Too Close for Comfort*	ABC	21.2/31
18.	*Alice*	CBS	21.2/30
19.	*Fantasy Island*	ABC	21.0/37
20.	"The Choirboys" (movie)	ABC	20.6/32

The Final Five

63.	*White Shadow*	CBS	13.5/20
64.	*Catastrophe! No Safe Place (special)*	ABC	11.0/17
65.	*Secrets of Midland Heights*	CBS	9.7/17
66.	*NBC Magazine*	NBC	9.4/15
67.	*Freebie & the Bean*	CBS	9.1/15

Monitor

In the marketplace . . . Group One Television's 30-minute comedy special, *Leave 'Em Laughing*, will be syndicated by Syndicable, Inc., Jericho, N.Y. to cable, subscription and pay TV markets while Video Tape Network, Inc., New York will syndicate program to college market. *Ms. Magazine* and Home Box Office are developing *Ms.* special on *The American Woman in the 29th Century* for fall entry.

□

Tennis netted. USA Network has signed "most extensive single contract in the history of professional tennis on television." Agreement with ProServ Television calls for USA to broadcast minimum of 14 tournaments in 1981 and 1982. New package will incorporate Masters and Colgate Women's Series for which USA had already secured coverage; other tournaments in deal are French Open, Suntory Cup, Seiko, *Washington Star*, Canadian Open and U.S. Pro Championships.

□

Bravo in Houston. Bravo, cultural pay-cable service included in Rainbow programing package, announced plans to tape two performances of Houston Symphony Orchestra Jan. 31 and Feb. 1.

□

Disney promos home video. Walt Disney Telecommunications has launched price-cutting dealer and consumer promotion campaign retroactive to Dec. 1, 1980. Disney has authorized home videocassette dealers are being offered "license one, get one free" option through March 31. Consumers are being offered free rental of Mickey Mouse program and discount on second program.

□

Production split. Viacom and Kelly Brothers have parted ways on planned *Weeknight* prime-access magazine strip, with Kelly expected to announce new distributor this week. Strip has been sold in 15 markets so far.

□

Universal expansion. Entertainment industry's leading prime-time network supplier is going into first run-pay TV and home video production. According to Universal Television President Donald Sipes, Universal is now developing programing to meet "the new challenges and possibilities of the booming TV marketplace." Universal, which will have nine hours of series on networks in January, will distribute to home market in both videodisk and videocassette formats. Sipes declined to provide specific details of new production effort.

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AM actions

■ WNAG(AM) Grenada, Miss. (AM: 1400 khz, 1 kw-D, 250 w-N)—granted assignment of license from Grenada Broadcasting Co. to Chatterbox Inc. for $300,000. Seller: Birney Imes Jr., who also owns WROX(AM) Clarksdale, 97.4% of WCBI(AM) and 25% of WCBI-TV Columbus, all Mississippi. He is also 60% owner of Commercial Dispatch Publishing Co.—Columbus daily newspaper publiser—which owns KDUB-TV Dubuque, Iowa and 85% of WBOY-TV Clarksburg, W.Va. Buyer: Robert E. Evans and wife, Dorothy (50% each). They own WQXB(FM) Grenada. Action Jan. 7.

■ KWYQ(AM)-KLWD(FM) Sheridan, Wyo. (AM: 1410 khz, 5 kw-D, 500 w-N; FM: 96.5 mhz, 25 kw)—Granted assignment of license from Big Horn Communications Corp. to Community Media Inc. for $937,500. Seller: William R. Sims who owns 51% each of KVSF(AM) Santa Fe, N.M.; KUGR(AM) Green River, Wyo., and KSAA(FM) Casa Grande, Ariz. Buyer: David F. Palmerlee, Senator Malcolm Wallop (R-Wyo.) and Stan Huckaby (one third each). Palmerlee is Sheridan attorney. Wallop, who assumed office in 1977, also owns ranch in Sheridan. Huckaby is Washington political financial consultant. They have no other broadcast interests. Action Jan. 7.

FM actions.

■ KBLE(FM) Seattle (FM: 93.3 mhz, 100 kw)—granted transfer of control of KBLE(FM) Inc. from shareholders (100% before; none after) to First Media of Washington Inc. (none before; 100% after). Consideration: $3.4 million. Principals: George A. Wilson and Lamar N. Ostrander Family Trust (50% each). They also own KASA(AM) Phoenix, Arix.; KMLE(FM) Chandler, Ariz.; KBLE(AM) Seattle, and KARI(AM) Blaine, Wash. Buyer: First Media Corp. (100%) which is owned by Richard E. Marriott and family. He is vice president of Marriott Corp., publicly held world wide hotel and restaurant chain. They also own WPGC-AM-FM Morningside, Md., KAYK-AM-FM Provo, Utah,KOPA-AM-FM Scottsdale, Ariz., KFMK-FM Houston and WZGC(AM) Atlanta. Action Jan. 13.

Facilities Changes

AM applications

■ WABB(AM) Mobile, Ala.—Seeks construction permit to change freq. from 1480 khz to 1160 khz increase power from 5 kw to 10 kw-D; decrease power to 1 kw-N; change SL: 1551 Springhill, Mobile Alabama and make changes in ant. sys. Ann. Jan. 12.

■ WMRO(AM) Aurora, Ill.—Seeks mod. of CP to change freq. from 1280 khz to 1200 khz; increase D power from 2.5 kw to 10 kw; increase N power from 500 to 1 kw., change TL to Mill Road .22 Miles off state route 31. Ann. Jan. 12.

■ WFKN(AM) Franklin, Ky—Seeks CP to increase power from 250 w to 1 kw. Ann. Jan. 12.

■ WKCM(AM) Hanesville, Ky—Seeks CP to change hours of operation to U by adding N service with 1 kw, DA-N; change freq. from 1140 khz to 1160 khz and make changes in ant. sys. Ann. Jan. 12.

■ WLIB(AM) New York, NY—Seeks CP to change hours of operation to U by adding N service with 10 kw; change freq. from 1190 khz to 1200 khz and make changes in ant. sys. Ann. Jan. 12.

■ WJJQ(AM) Tamahawk, Wis.—Seeks CP to cnange hours of operation to U by adding 1 kw-N service and change freq. from 810 khz to 640 khz and make changes in ant sys. Ann. Jan. 12.

FM applications

■ KSFH(FM) Mountain View, Calif.—Seeks CP to change freq. to 87.9 mhz. Ann. Jan. 12.

■ WOKD(FM) Arcadia, Fla.—Seeks CP to increase HAAT: 296.59 H&V. Ann. Jan. 12.

■ WCIE(FM) Lakeland, Fla.—Seeks CP to change freq. to 91.1 mhz; change TL to 2.7 miles West of S.R. 35-A on Griffin Knight Station Rd. near Kathleen, Florida; increase ERP to 100 kw H&V. Ann. Jan. 12.

■ WRBB(FM) Boston, Mass.—Seeks CP to change freq. to 104.9 mhz. change TL to 50 Leon St., Boston, Mass., change to .185 kw; and make changes in ant. sys. Ann. Jan. 12.

■ KMHD(FM) Gresham, Ore.—Seeks mod. of CP to change freq. to 89.1 mhz, and increase ERP to 50 kw H&V. Ann. Jan. 12.

■ KRRC(FM) Portland, Ore.—Seeks CP to change freq. to 107.5 mhz. and change ERP to .0077 kw H&V; HAAT to minus 50.4' H&V, also changes in trans. and ant. sys. Ann. Jan. 12.

■ WTIJ(FM) Bellows Falls, Vt.—Seeks mod. of CP to change TL to Mt. Kingsbury, Acworth, N.H. and change ERP to .820kw H&V and make changes in ant. sys. Ann. Jan. 12.

■ WPUV(FM) Bellows Falls, Vt.—Seeks CP to change TL and SL; also change ERP to .180 kw H&V; HAAT to 1212.3' H&V, change type of trans. and make changes in ant. sys. Ann. Jan. 12.

AM actions

■ KXEX(AM) Fresno, Calif.—Granted mod. of CP to make changes in ant. sys.; change TL to Marks Avenue approximately 1150 ft. S. of Church Street, near Fresno, Calif.; and change type trans., conditions (BMP-800813AQ). Action Jan. 7.

■ WSDR(AM) Sterling, Ill.—Dismissed applications for CP to make changes in ant. sys. (BP-20,953). Action Jan. 8.

■ WBME(AM) Belfast, Me., Granted CP to change hours of operation to U by adding N service with 250 w; increase D power to 1 kw; conditions (BP-800619AF). Action Jan. 8.

■ KFOR(AM) Lincoln, Neb. Dismissed application for CP to increase N radiation efficiency (BP-20,975). Action Jan. 8.

■ KENR(AM) Houston, Tex.—Granted CP to make changes in ant. sys.; conditions (BP-800206AD). Action Jan. 7.

■ KCCR(AM) Pierre, S.D.—Granted CP to change TL to Issac Walton Road, Pierre, S.D.; conditions (BP-801022AF). Action Jan. 13.

■ KIXX(AM) Provo, Ut.,—Dismissed application for request waiver of Section 73.1201(b)(2) of the Rules to identify as Provo-Orem, Utah. Action Jan. 9.

FM actions

■ *KLRE(FM) Little Rock, Ark.—Granted request for SCA on subcarrier frequency of 67 khz (BSCA-801212AI). Action Jan. 9.

■ KXTC(FM) Glendale, Ariz.—Granted CP to increase ant. height 880 ft. (H&V); change TL to Top of Shaw Butte, Phoenix, Ariz., and make changes in ant. sys. (BPH-800512AA). Action Jan. 9.

■ *KKUP(FM) Cupertino, Calif.—Granted CP to increase ERP .042 kw (H&V), ant. height 2270 ft. (H&V) and make changes in ant. sys. change type trans. and ant. change from Class "D" to Class "A" (BPED-791121AC). Action Jan. 9.

■ *KPCC(FM) Pasadena, Calif.—Granted CP to increase ERP 30 kw (H&V), ant. height 670 ft. (H&V); change TL to Flint Peak, South Chevy Chase Dr., and Linda Vista Streets, Glen Dale, Calif. (BPED-800201AK). Action Jan. 9.

■ *KMSA(FM) Grand Junction, Colo.—Granted CP to increase ERP 500 w (H&V), ant. height −382 ft (H&V) (BPED-791226BD). Action Jan. 9.

■ KYNR(FM), Pueblo, Colo.—Granted request for SCA on a subcarrier freq. of 67 khz (BSCA-800812AE). Action Jan. 9.

■ WWBA(FM) St. Petersburg, Fla.—Granted request to identify as WWBA(FM). Action Jan. 2.

■ WEAS(FM) Savannah, Ga.—Granted request for SCA on a subcarrier freq. of 67 khz (BSCA-801212AH). Action Jan. 9.

■ WGLO(FM) Pekin, Ill.—Granted CP to change TL to High Point Road, E. Peoria, IL., ant. sys. (increase height), ERP .560 kw (H&V), antenna height 640 ft. (H&V) (BPH-11097). Action Jan. 9.

■ KJHK(FM) Lawrence, Kan.—Granted CP to increase ERP to 100 w (H&V); antenna height 275 ft. (H&V) (BPED-791226AX). Action Jan. 9.

■ *KSDB(FM) Manhattan, Kan.—Granted CP to increase ERP 105 w (H&V), antenna height −38 ft. (H&V) (BPed-791226DH). Action Jan. 13.

■ *KOVF(FM) Kearney, Neb.—Granted CP to increase ERP 1 kw (H&V), antenna height 120 ft. (H&V) (BPED-791226BZ). Action Jan. 13.

■ WVNJ-FM Newark, NJ.,—Granted CP to make changes in ant. sys.; change type trans. and ant., increase ERP 28 kw (H), 27 kw (H); decrease ant. height 670 ft. (H&V); conditions (BPH-801105AE). Action Jan. 7.

■ KOZZ(FM) Reno, NV.—Granted mod of CP to decrease ERP to 75 kw (H&V); increase ant. height 2180 ft. (H&V); and change TPO (BMPH-801028AO). Action Jan. 7.

■ KDDC(FM), Denton, Tex.—Granted request for waiver to identify as Denton-Dallas, Tex. Action Jan. 2.

■ WENA(AM) Penuelas, P.R.—Granted CP to increase power to 1 kw; install new trans. conditions (BP-790514AA). Action Jan. 7.

■ WUSW(FM) Lebanon, Tenn.—Granted request for SCA on a subcarrier freq. of 67 khz. (BSCA-801031AJ) Action Jan. 7.

TV actions

■ KCBA(TV) Salinas, Calif.—Granted CP to change SL to Sherwood Dr. at E. Carneros, Salinas, and operate trans. by RC. Action Dec. 9, 1980.

■ WESH-TV Daytona Beach, Fla.—CP granted to operate main and aux. trans. by RC from 1501 Minnesota Ave., Winter Park, Fla. Action Dec. 3, 1980.

■ KNBN(TV) Atlanta—Application granted to operate trans. by RC from 3333 Harry Hines Blvd., Dallas, Tex. Action Dec. 9, 1980.

■ WKHA(TV) Hazard, Ky.—CP to change type of trans. Action Dec. 8, 1980.

■ WKPI(TV) Pikesville, Ky.—CP to change type of trans. Action Dec. 8, 1980.

■ WNEM(TV) Bay City, Mich.—CP to operate trans. by RC from 107 N. Franklin St., Saginaw, Mich. Action Dec. 11, 1980.

■ WKAR(TV) East Lansing, Mich.—CP to operate trans. by RC from 600 Kalamazoo St., East Lansing,

Summary of broadcasting

FCC tabulations as of Nov. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,572	3	0	4,575	119	4,694
Commercial FM	3,267	2	3	3,272	137	3,409
Educational FM	1,085		1	1,086	72	1,158
Total Radio	8,824	5	4	8,833	328	9,261
Commercial TV						
VHF	517	1	0	519	10	528
UHF	233	0	0	233	92	325
Educational TV						
VHF	101	1	4	106	6	112
UHF	155	2	5	162	15	177
Total TV	1,006	4	9	1,019	123	1,122
FM Translators	344	0	0	344	179	523
TV Translators						
UHF	2,572	0	0	2,572	251	2,823
VHF	1,362	0	0	1,362	498	1860

*Special temporary authorization **Includes off-air licenses